

IBS INTERCOLLEGIATE BROADCASTING SYSTEM

507 FIFTH AVENUE
NEW YORK 17, N. Y.
VAnderbilt 6-6075

December 12, 1945

Mr. Paul J. F. Schumacher
Station WPRU
LA 10th Entry
Holder Hall
Princeton, New Jersey

Dear Paul:

Lou Bloch just gave me the letter you sent him in the middle of November, discussing WPRU activities for this semester. We were interested to note that your station is being heard in every dorm. However, you mention that the signal "nearly" drowns out the surrounding big stations; we hope this is not true, since this is illegal, even on your own campus.

Do you have your local rate card for us? As I mentioned when you were here last week, the rates for local ads are usually about 50% of the station's national rate.

Past national publicity of IBS has mainly been in newspapers. However, there was an article in the Saturday Evening Post on May 8, 1941; a more specialized piece, discussing programming and the educational aspects of IBS, appeared in Threshold in December of that year. You might be able to find copies of these in the college library, or obtain them by writing to the publishers. I have enclosed a reprint of last month's article in Billboard.

Sincerely yours,

Sunny Brown

Sonia-Jane Brown

Director of Station Relations

Enc.